THE REVIEW

Vol. XXXV—No. 14

March 13, 1941

Earl of New York

Wins Senior Early Bird Contest

Adams of Colorado

Wins First Money in Juniors

National Defense Pledge

I WILL keep myself fit—physically, mentally, spiritually—to be ready for any crisis and to discipline myself for strength.

I WILL go about my business with a clear eye, a cool head and a stout heart, neither scared by wild rumors nor deluded by false security.

I WILL do my particular job—in office, store, shop, mill or farm—better than it was ever done before, dedicating my skill to my country's service.

I WILL take an interest in government—in town, school district, county, State and Nation—and make it my business to understand public affairs, laws and policies.

I WILL help build my town as a wholesome, balanced community, because if all the communities are sound, America will be sound.

I WILL support the church as an institution that teaches the truth that makes men free and preserves moral order.

I WILL vote in every election, appreciating the right of the ballot now denied in many lands.

I WILL serve on juries when called, realizing that the right of trial by jury is a precious privilege of free men.

I WILL support billions for defense but not one cent for waste.

I WILL work for unity among all our people and oppose efforts to create hatred based on race, creed or color.

I WILL encourage our boys and girls to revere and respect our American traditions.

I WILL keep faith with myself, my country and my God.

(Thanks to George H. Maloney)

The REVIEW
Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, MARCH 13, 1941 No. 14

KEEP A JUMP AHEAD OF THE PARADE!

The measure of success and happiness that comes to you and me depends absolutely upon our ability to keep just one jump ahead of the parade. To THINK a little faster, to KNOW a little more about our business and to ACT without fear or hesitation; To HELP our customers TELL THE STORY OF THEIR BUSINESS TO THEIR CUSTOMERS AND PROSPECTS.

You G-B Fighters write your own tickets in the Fishing Contest. Make every minute of every day count in writing every dollars' worth of business and every order you possibly can. KEEP BEFORE YOU THAT QUOTA AND FIGHT TO BEAT IT. Spring is just around the corner and it is our privilege and pleasure to forge ahead these next ten weeks to increase our earnings and win a fine vacation.

Thanks a million to you Early Birds and Quota Busters. You did a fine job the first ten weeks. Your accomplishment showed enthusiasm, ability and growth—more of you learning how to sell more parts of the Line. Thanks a million to you who fought and missed. You didn't lose because you gained experience and knowledge. Our interest in your success isn't entirely selfish because if you do not succeed we cannot.

LET'S GO! TO KEEP A JUMP AHEAD OF THE PARADE these next ten weeks. To THINK a little faster, to KNOW a little more about our business and to ACT in SAYING IT WITH MORE ORDERS and in HELPING MORE BUSINESS MEN.

LET'S GO! To win that fishing trip. Even if you don't like fishing you like good fellowship, you like getting a better understanding of your friends and you like to spend a day in Joliet. We like to entertain you and while my hobby is fishing, over and above that I enjoy the good fellowship, the better understanding I get from our contacts in this adventure and what I learn from those contacts.

MY BEST WISHES TO EACH OF YOU FOR A SUCCESSFUL DRIVE THE TEN WEEKS FROM March 17th to May 24th.

T. Mackenzie

HOW TO WIN the *Best* Vacation You've Ever Had

YOU can win a fishing trip this summer! The terms of the 1941 Fishing Contest fit everybody. You compete only against yourself.

During the 10 weeks from March 17 to May 24, you must sell—

40 Orders Totaling $4,000

. . . or . . .

50 Orders Totaling $3,500

. . . or . . .

60 Orders Totaling $3,000

. . . or . . .

70 Orders Totaling $2,500

Large commercial specials do not count. All orders must be complete and ready for manufacture.

START NOW—and write your own ticket to the Great North Woods. Aim for business every day, and you are on the road to success. Remember, of course, that the fishing trip is a sort of bonus for good work. The more you sell, the more you earn anyhow!

LET'S GO—NOBODY TO BEAT BUT YOURSELF!

HERE'S HOW TO WIN THAT NORTH-WOODS VACATION

Opportunity knocks at the door of every Gerlach-Barklow salesman next Monday morning in the advent of our Summer Vacation Contest. In most sales contests salesmen are in competition with their fellow workers, but this time you are working only against your natural ability to sell, your ambition to succeed at your job, and a willingness to work a little harder in preparing each day's work the night before and carrying your plans to a conclusion.

Every previous winner of our summer conventions in Joliet and the trip to the North Woods will be on the firing line early Monday morning and will work faithfully during the next ten weeks. They know what is in store for them, and all agree that nothing could compare to a week's association with men whose interests and problems are the same as theirs.

There are four classifications to work towards. If $4000 in ten weeks seems like a high mark to shoot at, figure how much you think you can write in the alloted period, and you will know how many orders you will need each week.

The great advantage is that any special effort you make to win this contest with YOURSELF will necessarily increase your earnings. The surest route to a reservation is through business regularity, selling timely services that are badly needed in every section of the country.

There are two ways to watch your results. One way is to add your volume and number of orders each week. The other way is to figure the classification you feel sure you can make and deduct your volume and number of orders each week. Then you will always know how much you still must do in volume and number of orders to join the happy group of G-B folks that will assemble in Joliet in July.

James P. Talcott

1941 QUOTA BUSTERS

HATS OFF TO THE WINNERS OF THE ORANGES

S. E. ADAMS
Colorado

FRED W. BELL
Michigan

R. R. BOND
Wisconsin

LOUIS T. BYRNE
New York

E. E. CALLAWAY
Indiana

C. I. CHAMBERLAIN
Pennsylvania

CHAS. J. CLARK
Illinois

ALLEN F. COOPER
Illinois

T. L. DALLAS
Texas

GUY A. DEAN
Georgia

P. C. EARL
New York

HARRY D. EVANS
New York

G. ROBT. FALLS
Indiana

J. O. GAMMELL
Massachusetts

E. H. GERRISH
Connecticut

W. E. GIBSON
Pennsylvania

CHAS. F. GORDON
New York

H. F. GROTTE
Texas

SAM E. HAYNES
Texas

J. H. HENDERSON
Alabama

WM. C. HERRMANN
Michigan

CLIFFORD HIGGINS
Minnesota

L. L. HIMELHOCH
Michigan

SIDNEY A. HODSON
Michigan

MRS. A. C. JAHL
Mississippi

J. B. KASPER
Tennessee

P. H. KEBOCH
Pennsylvania

H. J. KERSEY
Pennsylvania

J. R. LAING
Illinois

R. H. LIPFORD
Virginia

A. McWILLIAMS
Virginia

ROBT. McWILLIAMS
Illinois

W. H. MADDOX
South Carolina

GEO. H. MALONEY
New York

MISS KATE MELCHER
Wisconsin

H. R. MESSICK
Iowa

E. E. MEYER
Pennsylvania

M. G. MITCHELL
Illinois

JACK L. MOORE
Indiana

A. J. MORRIER
Massachusetts

D. M. MORRISSEY
New York

A. A. MULDREW
Missouri

C. C. NIXON
Montana

L. B. NOBLES
New Mexico

O. O. NOELL
Kansas

THOS. F. ORVIS
Ohio

R. S. PERRY
New Jersey

MRS. F. PETERSON
Ohio

JOHN S. PETKO
West Virginia

E. F. PHILLIPS
Minnesota

JASPER PHILLIPS
Kentucky

E. P. PITTMAN
Arizona

R. S. RABORN
West Virginia

H. F. RICKER
Massachusetts

JACK H. SANDERS
Missouri

W. A. SCHEAFER
Pennsylvania

ISIDOR SIEGEL
New York

E. B. SIERER
Washington

F. M. STEVENSON
Oregon

MRS. E. THOMPSON
Missouri

E. L. VINCENT
New York

D. G. WAITE
Michigan

LYNN R. WALKER
North Carolina

J. M. WIGLEY
Alabama

ANOTHER WEEK OF SALES ACHIEVEMENT

We make a sincere effort to give you details of the sales, but they continue to pile in so overwhelmingly that all we can do is to list a few of the highlights . . . You're doing a big job, however, and doing it well. That's FINE. Let's keep up the good work and continue to make hay while the sun still outshines the clouds of war . . . Let's look for practical sales ideas in these columns.

Ed Sierer of Washington makes a $900 sale of the Clipper Ship in R9 hangers to a FISHERIES COMPANY to advertise "PICK O' THE PACK—OCEAN CAUGHT."

Tom Orvis of Ohio made a $610 sale of Religious calendars to a FUNERAL HOME for Church distribution.

Harold Ricker scores a volume of almost $600 in three sales. His first is a $268 sale of "Priceless Heritage" sold to the world's largest DYE WORKS.

Number two is a $200 sale of "My Bonnie" sold to a TANNERY and number three is a $109 sale of "Silver Dawn" to a MACHINE WORKS.

IT IS BETTER TO KNOW US AND NOT NEED US THAN TO NEED US AND NOT KNOW US.
Sold by E. E. Callaway on Fans to a Funeral Home

A. A. Muldrew of Kansas makes a $420 sale of "Happy Bluebird Family" to a MEAT PACKER to advertise "FORTY-TWO YEARS OF SERVICE."

J. W. Hatch of Massachusetts sold "Spirit of America" to a BUSINESS COLLEGE for $422.

Walter Olson of Illinois sold special calendars to a MANUFACTURER OF AUTO ACCESSORIES for $375.

A. V. Clapp of New Jersey made a $362 sale of Religious calendars to a FUNERAL DIRECTOR.

R. S. Perry of New Jersey sold Religious calendars to a FUNERAL DIRECTOR for $362.

Isidor Siegel of New York made a $335 sale of special calendars to a BAKERY.

EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE.
Sold by P. H. Keboch on "When a Feller's Got a Friend" to a Dodge Dealer

A GOOD BANK IN A GOOD TOWN
Sold by Jack Moore on Business Calendars to a State Bank

Clifford Higgins of Minnesota made a $314 sale of special calendars to a DAIRY.

R. S. Osburn of Illinois made a $290 sale of "Here Peace and Happiness Abide" to a FREIGHT TRANSPORTATION COMPANY, a new account.

Frank Raitz of Ohio made a $280 sale of special calendars to a HOME BUILDING AND SAVINGS COMPANY.

E. C. Doudna of Ohio created a mighty nice new account with a $243 sale of "Houghton Mill" to a FEDERAL SAVINGS AND LOAN ASSOCIATION.

Albert J. Morrier of Massachusetts made a $225 sale of business calendars to an INSURANCE AGENCY.

W. F. Dunlap of Georgia makes a $210 sale of Religious calendars to a GRAIN AND PEANUT ELEVATOR COMPANY.

Jim Hartman of Kansas sold "Come Back Here" and "Sunrise" to a KEY SHOP, a new customer, for $154.

Bert Stiff of Illinois made a $160 sale of FD Service to a FUNERAL DIRECTOR.

QUALITY THAT IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN.
Sold by George Wolfe on Business Calendars to a Box Mfr.

Jack Moore of Indiana made a $100 sale of special calendars to a CHEMICAL MANUFACTURER.

E. E. Meyer of Pennsylvania sold "Scenes of My Childhood" to a FURNITURE DEALER for $157.

John M. Gilbert made a $110 sale of Fans to a FUNERAL DIRECTOR to tell the recipient to "GO TO CHURCH SOMEWHERE SUNDAY."

A. W. Thurn sold Metal Calendars to a DEALER IN PETROLEUM PRODUCTS for $132.

Craig Sohn made a $136 sale of Holiday Greetings to a COAL DEALER.

Tom Perrott sold Religious calendars to a FUNERAL DIRECTOR for $138. These are for Church distribution.

Rudy Maddox made a $150 sale of "Proud Mothers" to a FURNITURE DEALER to advertise "QUALITY THAT IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN." Rudy also sold Religious Ger-Bars to a FUNERAL HOME for $120.

LET US KEEP YOUR HOME COMFORTABLE.
Sold by Doris Sierer on "When Good Fellows Get Together"
to a Fuel Dealer

A FRIENDLY BANK IN A FRIENDLY COMMUNITY.
Sold by Cliff Higgins on "Autumn Rhapsody" to a State Bank

Mrs. Estelle Thompson made a $185 sale of indoor billboards and hangers to a MANUFACTURER OF AUTO SEAT COVERS.

Bert Stiff of Illinois made a $180 sale of Religious calendars to a FUNERAL DIRECTOR.

Craig Sohn sold "Steady" to a TOOL AND DIE MANUFACTURER for $124.

Ed Sierer makes his second appearance in the column with a $123 sale of business calendars to a FEED AND GRAIN MILLING COMPANY.

G. R. Russell sold "Spanky's Safety Patrol" to a FUNERAL HOME for $108. The copy reads "A LITTLE CHILD MEANS MORE THAN A LITTLE TIME. DRIVE CAREFULLY."

Sam Raborn made a $100 sale of "Freedom for All" to an INSURANCE AGENT.

Larry Moss made a $127 sale of "Off to the Meeting Point" to a CHEVROLET DEALER.

Tom Merchant sold "Springtime in the Forest" to a BEER DISTRIBUTOR.

Bill McNerney made a $127 sale of "My Blue Heaven" to a DEPARTMENT STORE.

YOU'LL FIND IT AT HARLEY'S.
Sold by Guy Dean on "Guiding Hand" to a Hardware Dealer

Mr. McNerney also sold "Forever Yours"—a complete campaign—to a FLORIST for $108.

Sidney Hodson made a $100 sale of Paragon to a STATE BANK.

Leo Himelhoch made a $110 sale of FD Service to a FUNERAL HOME. Mr. Himelhoch also made a $100 sale of "Here Peace and Happiness Abide" to a LUMBER DEALER.

Clifford Higgins sold "Autumn Rhapsody" to a STATE BANK for $130.

C. F. Gordon created a desirable new account with a $124 sale of "The Joy of Living" to a NATIONAL BANK.

Harry Etter made a $150 sale of business calendars to a TITLE COMPANY.

B. A. Day sold business calendars to a BUSINESS COLLEGE for $115.

Charlie Chamberlain made a $136 sale of pencils to a TAXICAB COMPANY.

WHERE EACH CUSTOMER BECOMES A FRIEND.
Sold by Ben Bercovit on "Springtime" to a Beverage Distributor

OUR TELEPHONE LINE IS YOUR CLOTHES LINE.
Sold by Bill McNerney on "Happy Bluebird Family" to a Laundry

H. N. Buckley created a good new account with a $180 sale of "Where Peace and Beauty Reign" in HG4262 to a SEED GROWER.

Isidor Siegel made a $174 sale of "Peekaboo" to an AUTO DEALER.

Tom Orvis sold "Scenes of My Childhood" to a FUNERAL DIRECTOR for $101.

Randolph Lipford made a $150 sale of "Yours Truly" to a PRODUCE DEALER.

P. H. Keboch made a $105 sale of FD Service to a FUNERAL DIRECTOR.

Jim Gammell sold "Spirit of America" to a FUNERAL DIRECTOR for $102. He also sold Holiday Greetings to an old customer for $168.

S. C. Whalen sold "Spirit of America" to a COAL DEALER for $174.

Mr. Phillips of Indiana made a $127 sale of "Houghton's Mill" to a MANUFACTURING CONCERN.

WHERE MEN MEET MEN.
Sold by Cecil Nixon on "Come Back Here" to a Tavern

Albert J. Morrier sold 400 dairy calendars to a DAIRY. The subject is "Rah, Rah, Rah!" and the copy is "I'M ROOTIN' FOR LIPTAK'S PURE MILK."

Charles Clark sold Will Rogers billboards and hangers to a TRUCKER. Mr. Clark also sold a hundred pencils to the same customer.

A. W. Thurn sold "Be Sure You're Right" in R4, R9 and R15—a complete campaign—to a PLYMOUTH DEALER.

Lynn Walker sold "Spirit of America" to a NATIONAL BANK with the following copy—"THE SPIRIT OF AMERICA, YESTERDAY, TODAY AND FOREVER."

Mrs. Fannie Peterson sells "Steady"—a complete campaign—to an INSURANCE AGENCY to advertise "THE FRIENDLY AGENCY."

C. Wunderlich sold "Come Back Here" to a LUMBER DEALER to advertise, "GOODS FROM THE WOODS." This is a new customer.

F. L. Zimmerman sold 750 S263 "An Autumn Rhapsody" to a FUNERAL DIRECTOR.

Fred Shallish made a $100 sale of "Be Sure You're Right" to a SAVINGS BANK to advertise, "SINCE 1870, A SAFE PLACE FOR SAVINGS."

IF IT'S LUMBER, CALL OUR NUMBER.
Sold by Lynn Walker on "Scenes of My Childhood" to a Lumber Dealer

THE AMERICAN WILL TO WIN!

If anyone will take the trouble to re-read the articles that appeared on these pages when the war clouds were gathering in Europe, he will —he MUST—absolve this writer from any charge of being a "war-monger." Time after time we deplored the events that were leading up to the outbreak of hostilities. THAT is when we did OUR worrying. Because, up to Munich, there were a dozen times when war COULD have been prevented. After Munich war was inevitable.

In all the history of this world no ambitious aggressor has ever been successfully appeased. We challenge anybody to disprove this statement. On a few occasions, wars have been postponed, but they have never—NEVER—been prevented through the process of GIVING IN to an aggressor. In every case where an "inch" has been given an "ell" has been taken. Whether we like it or not, THAT is history.

Yet, since September, 1939, this world has witnessed the strangest —most discouraging—chapter in its whole history. Nation after nation, most of them without firing a shot, has given up its liberty and its independence by DEFAULT. Nation after nation has turned over and played "dead" as a dog might do at the direction of its master. In last week's REVIEW—just to bring the record up to date—we listed FOURTEEN HITHERTO FREE PEOPLE who had given in to bluff, brag, and political or military intimidation. We also listed EIGHT OTHER FREE PEOPLE, some of whom fought, who have lost part or all of their countries because they were unready or unable to resist.

Now we are not charging or even intimating that all of these nations were cowardly. Many of them had the courage to fight, but found it IMPOSSIBLE to do so. Certainly there was nothing cowardly about the Poles' defense of Warsaw. Certainly there was nothing cowardly about China's resistance to Japan. Certainly there was nothing cowardly about the WILLINGNESS of Czecho-Slovakia to defend itself. Certainly there was nothing cowardly about the Finn's battle againt the Soviet Union. Certainly there was nothing cowardly about the resistance put up by certain elements in Norway, Holland, Belgium and France. But that is not the point.

The point is that in nineteen months (except for Manchuria) 22 nations have lost all or a large part of their territory and that of these, 12 didn't fire a shot in their own defense. If that doesn't prove the fallacy of appeasement, what on earth could?

YET—yet, mind you—there are elements in this country who still believe that this nation of 130,000,000 people can afford to sit back

and wait until the Dictators control every continent, every nation, every people on earth except those of the Western Hemisphere. And this in spite of the known fact that Nazi and Fascist agents are doing everything within their power to turn South and Central America AGAINST the United States.

Now, let us repeat—there is nothing GAINED by war. Of all the instruments of man, war is the most inexcusable and the most barbaric.

BUT—

There is one thing worse than war.

That one thing is COWARDICE. Nothing good has ever come of cowardice. Nothing good CAN come of it. We have found that out RIGHT HERE IN AMERICA time and time again.

Yet, in recent months, certain elements in this country—by DEFEATING the Lease-Lend Bill— would have PUBLICY NOTIFIED HITLER, STALIN, MUSSOLINI and the JAPANESE WAR LORDS that the United States of America, incomparably the greatest and most powerful nation on earth, would stand by and permit them to crush freedom in every corner of the world rather than run the RISK of war.

Help Britain? Sure, so long as we didn't have to risk anything by so doing.

Help China? Sure, so long as we didn't have to risk anything by so doing.

Help Greece? Sure, so long as we didn't have to risk anything by so doing.

What a travesty! What a mockery! What a disgrace to every instinct—to every tradition—that has made this country great!

Had we continued to pursue that policy we would have DESERVED to lose our liberty, as eventually we would have.

Tonight for the first time since 1929, this writer is once again PROUD of America! Tonight for the first time since 1929, we can sing our national anthem without wishing—inwardly—to hang our head.

Why—"since 1929?" Because that was the year of the crash in Wall Street. Since that time this writer has lived—dreamed—prayed—for the day when THE SPIRIT OF AMERICA would once again assert itself.

For 12 years this country has—time after time—had the WHITE FLAG floating above the "Stars and Stripes." When history is written, as it will be, the period from October 1929 to March 1941, will be known as the COWARDLY EPOCH IN AMERICAN HISTORY—the period

when men jumped out of windows because they had lost a few dollars; the period when we expected Uncle Sam to feed our stomachs, pat our pillows, and sing us soothing, sweet lullabies; the period when we turned our backs on international conferences that COULD have saved the peace of the world!

It is too bad—it is a crying shame—that it has taken another World War to bring America back to its senses. It is too bad—it is a crying shame—that it took the rape of Nanking, the bombing of Coventry, the brave stand of the Finns and the Greeks to make this GREATEST AND MOST POWERFUL NATION ON EARTH realize that it had some function in this world besides growing rich and fat and lazy.

But anyway we are BACK AT LAST—thank God!—where we SHOULD have been all these years. The days of defeatism and cowardice are gone.

The days of cynicism and bitterness are over. The days of threatened appeasement are definitely past. Once more by the passage and immediate signing of the Lend-Lease Bill, America stands before the world AS America.

It is still our hope that this bill will keep this country OUT of war. But, far more important than that, is the fact that it marks the END of the COWARDLY EPOCH IN AMERICAN HISTORY—the period when we were willing to worship ANYTHING that promised us a little soft living and personal security.

The days ahead will be HARD. Make no mistake about that. But, as hard days always do, they will make us MEN—God fearing, STRONG MEN! They will bring back THE AMERICAN WILL TO WIN. And the whole world combined cannot triumph over THAT.

Tonight for the first time in twelve years this writer can say ONCE MORE—and really mean it—I AM PROUD I AM AN AMERICAN!

Fear not for the future of this country.

Now that we have banished cowardice, now that we have once more become Americans, THIS COUNTRY WILL GO FORWARD AS IT NEVER HAS BEFORE.

Come weal, come woe, America's best days lie ahead!

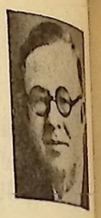
Jewett E. Picker

M. G. MITCHELL
Second
$75.00

C. I. CHAMBERLAIN
Third
$50.00

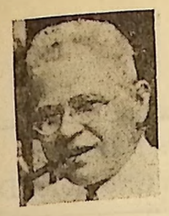
MRS. PETERSON
Fourth
$45.00

LEO HIMELHOCH
Fifth
$40.00



J. C. HARTMAN
Sixth
$35.00

ISIDOR SIEGEL
Seventh
$30.00



CHAS. CLAYTON
Eighth
$25.00

PLEASE SEND YOUR PHOTO

P. H. KEBOCH
Ninth
$25.00

SAM HAYNES
Tenth
$20.00

PLEASE SEND YOUR PHOTO

CLIFF HIGGINS
Eleventh
$20.00

WINNERS! EARY BIRDS OF '41

PERC EARL OF NEW YORK WTOP MONEY IN SENIOR DIVISION
S. E. ADAMS OF COLORADO WIRST MONEY IN JUNIOR DIVISION

H. J. KERSEY
Twelfth
$15.00

It looks, from where we sit, as though winning really does in time become a habit; in any case, the ten highest scorers this year were all in the money last year.

Perc Earl, who wins first money, was also high man last year and won second money two years ago. Who'll plan to overthrow Earl's high seat next year? It won't be easy, but it can be done.

Marvin Mitchell, winner of the $75 cash prize for second place, finished in fourth place a year ago, winning $45. Two years ago Mitchell won third honors and $50.

Charlie Chamberlain, who wins $50 for third place won second money a year ago and fifth place two years ago.

Mrs. Fannie Peterson, who wins fourth honors and $45 was sixth last year and occupied the same place two years ago, winning $35 each year as against $45 this year.

Leo Himelhoch, who wins fifth place and $40 was in seventh place last year and fourth two years ago.

Jim Hartman, winner of sixth prize of $35, won third money last year and first place two years ago.

RL
00.00

Isidor Siegel, who wins seventh place, was in ninth a year ago and in seventh position in 1939.

Charlie Clayton, winner of eighth place, won fifth last year and eighth two years ago.

P. H. Keboch, winner of ninth honors and cash, ended up in nineteenth place last year.

Sam Haynes wins tenth place as against thirteenth last year and twelfth place in 1939. What these winners have done, you can do with a little extra foot-work and a little more determination. The only person you have to beat is YOU.

In the Junior Division, S. E. Adams of Colorado wins the $50 first prize, with Harry Evans of New York winning second money, while H. R. Messick, C. J. Clark and Jasper Phillips win third, fourth and fifth respectively.

These Juniors put up a mighty good fight and we're proud of their record. Let's hope they'll all be in the Senior money next year.

R. R. BOND
Fourteenth
$15.00

PLEASE SEND YOUR PHOTO

R. S. PERRY
Fifteenth
$15.00

PLEASE SEND YOUR PHOTO

A. McWILLIAMS
Thirteenth
$15.00

BEN BERCOVIT
Sixteenth
$10.00

R. H. LIPFORD
Seventeenth
$10.00

PLEASE SEND YOUR PHOTO

J. R. LAING
Eighteenth
$10.00

PLEASE SEND YOUR PHOTO

F. M. STEVENSON
Nineteenth
$10.00

RUDY MADDO
Twentieth
$10.00

JUNIORS

PLEASE SEND YOUR PHOTO

S. E. ADAMS
First
$50.00

PLEASE SEND YOUR PHOTO

H. D. EVANS
Second
$40.00

PLEASE SEND YOUR PHOTO

H. R. MESSICK
Third
$30.00

PLEASE SEND YOUR PHOTO

C. J. CLARK
Fourth
$20.00

PLEASE SEND YOUR PHOTO

J. PHILLIPS
Fifth
$10.00

TRUE BLUE QUALITY—FIRST BECAUSE IT'S FINEST.
Sold by George Wilkins on "My Blue Heaven" to a Chevrolet Dealer

Van Campen sells "The Joy of Living" billboards to a REALTY COMPANY to advertise "38 YEARS OF DEPENDABLE SERVICE."

E. A. Gilmore sold "The Guiding Hand" to an INSURANCE AGENCY to advertise, "OUR SUCCESS IS IN DOING A COMMON THING UNCOMMONLY WELL."

L. D. Sanders sold 300 Religious calendars to a FUNERAL DIRECTOR with copy as follows—"TO OUR FAITHFUL OLD FRIENDS, OUR CHERISHED NEW FRIENDS, AND TO THOSE WHOSE FRIENDSHIP WE STRIVE TO DESERVE—GREETINGS."

Bob Shea sold 250 "My Diary" to a DRUGGIST to say "BEST WISHES TO YOU AND THE NEW BABY."

B. Sparks sells "Happy Bluebird Family" to a STATE BANK, a new customer, for $158.

Mr. Steward sold "Houghton Mill" and "Steady" to a GARAGE.

Perc Earl sold 5,000 "Playmates" blotters to a THERMOMETER MANUFACTURER.

W. J. Eggleston sold 200 booklets, "Little Things You Might Forget" to a FUNERAL CHAPEL, a new customer.

Bert Stiff made a $100 sale of "Autumn Rhapsody" to a DEALER IN LUMBER AND BUILDERS' SUPPLIES.

WE INVITE YOU AND YOUR CAR TO VISIT US THIS MONTH. THE MODERN SERVICE WE GIVE YOUR CAR MEANS ECONOMY FOR YOU.
Sold by Ed. Sierer on "Kiddie Champion" Post Cards to a Service Station

J. Milton Wigley sold "Forever Yours" to a MERCHANDISE BROKER for $100.

W. F. Dunlap made a $100 sale of "Their Priceless Heritage" to a BUILDER.

R. S. Foster made a substantial sale of Will Rogers billboards and art mounts to a FUNERAL HOME to advertise, "A NAME THAT GROWS WITH THE YEARS."

P. H. Keboch sold 600 Bread Calendars using the subject, "Puppy Love." Sold to a BAKERY.

H. R. Messick sold "Proud Mothers" on Farm Record calendars to a FARMER'S COOPERATIVE EXCHANGE TO ADVERTISE, "OUR PROFIT IS YOUR DIVIDEND."

J. L. Morrissey sold Religious calendars to a FEDERAL SAVINGS AND LOAN, a new customer, for $100.

A GOOD BANK IN A GOOD TOWN.
Sold by C. P. Cook on "Priceless Heritage" to a Savings Bank

DRIVE IN, PLEASE—DRIVE OUT PLEASED
Sold by Hawkins on "Peekaboo" to a Garage

E. F. Phillips sold "Spanky's Safety Patrol"—a complete campaign —to a WELDING AND BRAKE SERVICE CONCERN.

Mr. Phillips also sold "All-American" Billboards to a CLEANER to advertise, "THIRTY YEARS IN BUSINESS."

S. C. Whalen sold "Spirit of America" to an ELECTRIC CONTRACTOR.

Mr. Whalen also sold Will Rogers hangers to a PATTERN SHOP.

George Corrigan sells "The Joy of Living" in indoor billboards to a LUMBER DEALER.

E. E. Meyer made a $100 sale of Greetings to a LUMBER DEALER.

Cecil Nixon sells two hundred indoor billboards, "Spirit of America" to a DODGE AND PLYMOUTH DEALER.

George D. Wolfe makes a $100 sale of "Happy Bluebird Family" to a CLEANER AND DYER.

J. P. Wood sold "Spirit of America" to a FUNERAL HOME.

Ben Bercovit sold 100 indoor billboards, "Their Priceless Heritage," to a WELDING AND REPAIR SHOP.

TO KEEP THE HOME FIRES BURNING, INSIST ON OUR COAL.
Sold by Ben Bercovit on "Here Peace and Happiness Abide" to a Coal Dealer

Mr. Bercovit also sold "Peekaboo" in billboards and deluxe calendars to a CLEANER AND DYER.

Cecil Nixon made a $90 sale of Will Rogers to a COAL DEALER.

O. O. Noell sold "Silver Dawn" to a STATE BANK, a new customer.

A. H. Oschmann sells "Down on the Farm" to a LUMBER DEALER.

E. L. Vincent made a $100 sale of "Their Priceless Heritage" to a WAREHOUSE AND TERMINAL COMPANY.

Newton Beatty sold Will Rogers calendars to a MEMORIAL DEALER to say, "WE SERVE THOSE WHO LOVE AND REMEMBER."

Clyde Estes sold "Be Sure You're Right—a complete Safety campaign—to a FUNERAL DIRECTOR.

C. P. Cook sold "Spirit of America" to a PROVISION DEALER, a new account.

W. F. Dunlap sold "Happy Bluebird Family" to a LUMBER DEALER, a new customer, for $100.

YOU'LL HAVE A LOT, IF YOU BUY A LOT
Sold by Earl Callaway on "Freedom For All" to a Real Estate Agency

RUN IN BEFORE YOU RUN OUT.
Sold by D. J. Dempsey on Spanky Safety Patrol to a Service Station

E. A. Gilmore sold "Steady" in R-2 to a LAUNDRY AND CLEANER.

Jim Gammell sold "Peekaboo" in R-15 to a PRINTER AND STATIONER.

H. A. Gorsuch sold "Spirit of America" in R-15 to a GARAGE.

Clifford Higgins sold "Autumn Rhapsody" to a STATE BANK.

Mr. Houison sold "My Bonnie" to a VAN AND STORAGE COMPANY, a new customer.

Mrs. A. C. Jahl sold 500 "Guiding Hand" in HG4254 to a TRANSPORTATION COMPANY.

Bill McNerney sold "Springtime in the Forest" in R-4 to an AUTO SUPPLY DEALER.

A. McWilliams sold Will Rogers billboards to an AMBULANCE SERVICE.

Albert Morrier sold "Rah, Rah, Rah!" to a LIQUOR DEALER. He also sold "The Guiding Hand" to a SAVING BANK.

John Mur sold Will Rogers billboards and hangers to an AUTO SERVICE GARAGE to advertise "DEPENDABLE AUTO SERVICE."

L. B. Nobles made a $100 sale of the Bank Book Greeting HG4293 to a STATE BANK—a new customer.

B. W. Alexander made a $100 sale of Religious calendars to a FUNERAL DIRECTOR—a new customer.

Eugene Keltner sold 500 Key and License Holders to an INSURANCE AGENT.

THE SPIRIT OF AMERICA

An eight-year-old Wilkes-Barre boy, Robert Cole, wrote the President about the defense of the Panama Canal and received an acknowledgement from no less a personage than Major General E. S. Adams of the War Department. We leave to the military experts the merit of Robert's proposal to "pour oil on the water and then throw in lighted torches when the boats come through." It sounds practical in the absence or failure of a more advanced program.

What interests us and what, no doubt, impressed the authorities in Washington was Robert's concern about his nation's welfare. That has great significance and is a more important contribution to its welfare.

When Americans begin to think constructively about their country and then do something about it, as Robert Cole did, there need not be a great deal of worry about the future. It will take care of itself.

This little boy has furnished his fellow countrymen with an example that should be emulated, especially at this critical juncture in history.

(Thanks to P. M. Winter)

This Will Get An Order!

Here's an idea from Frank Raitz that will get an order—or several orders—for you.

We've had great success with "Thank You" messages on floral post cards, used extensively by retail merchants. "What about a Thank You for the insurance agent?" asked Mr. Raitz. Here's what we suggest:

> THANKS for the time you spent discussing insurance with me! If you want further facts or answers to any questions before I see you again, please call me. I'm at your service—no obligation, of course!
>
> Cordially,
>
> THOMAS J. VAN DYKE
>
> Phone 4411

The copy is to be printed on the picture side of "Poems Without Words" post cards, or on the address side of "Friendly Flowers." The signature can be printed from type, or a space can be left blank for written signature. In the latter case, a quantity of cards can be used by several different agents in the same office.

HOW TO USE: The cards are mailed by the agent the day after he has talked with a prospect for an insurance policy. It's a rare day when a policy is sold on the first call, and the agent has two problems after his first call—(1) He wants to keep his name fresh in the mind of the prospect; (2) He wants to avoid antagonizing the prospect by calling back too soon or too often. The post card answers both problems.

Try this idea and get an order today—from a new customer!

BILL RICKER.

WHO BUYS DIRECT MAIL?

The following reports of actual orders sold during the last week provide a prospect list. Sell to similar lines of business in YOUR territory!

FEDERAL SAVINGS & LOAN—A new customer orders "Bildcost Blueprints" blotters from A. A. Bender. Amount, $53. Copy says, "If you pay rent, you are buying a home—but not for yourself."

TRUCK COMPANY—H. W. Buckley sells News Quiz with "Brainy Bow-Wows" prints to a transportation company for $112. Good advertising to send to local shippers.

NURSERY—J. H. Etter sells Class Y "Brainy Bow-Wows" to a firm of wholesale growers and shippers. Amount, $78.50. This is a satisfied customer who has used blotters successfully before.

TANK PROCESSING—Thomas S. Gosten sells "Sailing Ships" blotters to a tank processing company for $27. It's a small order, but a NEW customer is worth $100. Don't forget it!

TOOL COMPANY—Sam Haynes sells another order to an old customer, Class D with "Playmates," for $55.

BROOM MAKER—For years a Syracuse broom manufacturer has bought blotters to say Thank You to his customers. This time Fred Shallish sells him Class Y "Kiddies, Inc." for $44.40.

INSURANCE AGENCY—"Spirit of Youth" blotters with Personal Imprint get another order from this agency. Sold by D. J. Dempsey for $60.95.

PLUMBING SUPPLIES—L. T. Cunningham gets a renewal from a plumbing jobber who uses Class D3 mailing cards with kiddie pictures. Amount, $72.

TEXTILE DESIGNER—Charlie Clayton gets another blotter order, for $46, from this firm that design textile patterns. Class X "Playmates" got the new order.

BAKING COMPANY—Here's a new customer ordering Class Y "Poems Without Words" with the "We enjoyed reading about you" copy. Tom Orvis sold the order for $90.25.

CREAMERY—J. F. Anderson sells a big NEW customer in Spokane. The orders calls for 18,000 "Kiddie Ambitions" post cards, and the engaging total is $239.

INSURANCE AGENT—Charlie Clayton adds another new customer to his list with a $59 sale of Class X "Brainy Bow-Wows" to an insurance agent. The simply copy says, " Be sure of your insurance—Call . . . "

PLOW COMPANY—L. B. Nobles uses News Quiz with "Dogs by Dennis" to get a new customer down in Texas. The order amounts to $114.

FLOWER SHOP—The simple Easter blotters continue to get new business—small orders that may be the key to good accounts in the future. A. H. Oschmann sells an order like this to a florist in Evansville, Ind.

CONTRACTORS' SUPPLIES—A. H. Streeter sells Class X "Sailing Ships" to a contractors' supply outfit in Connecticut. An old customer, ordering again to the tune of $96.

SHADE COMPANY—Tom Gosten sells "Kiddie Ambitions" on SQA-3 folders to a window shade company for $108.

GENERAL STORE—Lynn Walker sells Class Y "Kiddies, Inc." to a new customer in North Carolina—a firm specializing in home furnishings on installments.

Actual orders prove that these are not just prospects. They are customers, and they point the way to sales in other territories. New customers show that direct mail gets interest. Old customers show that it proves its worth.

ARE YOU USING YOUR MEMORIAL-DEALER PORTFOLIO?

Last week we sent to every salesman a new sample of the James Whitcomb Riley folder, "He is Just Away" and "She is Just Away," with instructions to place these samples in your ivory and gold Memorial Dealer Portfolio, along with your samples of the number four and number five Memorial Records. Imagine our feelings when several recipients had buried that portfolio so deep that they were unable to locate it until we described it in detail.

Newton G. Beatty, however, has that portfolio right where he can place his hand on it—and here's the proof—

An order for 350 In Memoriam Booklets, Protestant and 150 Catholic, sold to a Memorial Dealer who placed his approval upon the following copy—"MONUMENTS PERPETUATE MEMORY." "WE SERVE THOSE WHO LOVE AND REMEMBER."

Don't forget Jim Talcott's sales presentation—briefly, as follows—

> "You cannot call to solicit business immediately after death has visited a home, but you can send this little folder, "He is Just Away" or "She is Just Away" and you can follow it up with the Memorial Record Booklet. This in turn may be followed up after a day or two by a personal call to inquire if the booklet was received in good condition, and inquiring whether the family would like to have an additional copy for some other member of the family.
>
> "By tactfully and understandingly pursuing this method of selling, you will not even have to mention Memorials; your prospective customer will give you an opening in nine cases out of ten."

The progressive Memorial Dealer is an excellent prospect if you will approach him with the idea of SERVING him rather than SELLING him.

Prices You Can Pay, Terms You Can Meet, Quality You Can Depend Upon

That's the copy which J. Milton Wigley uses to sell "When a Feller's Got a Friend" to a furniture dealer.

Quite fitting is the copy line which appears above the picture on this order for R4 billboard calendars—

EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE.

Which reminds us that the furniture dealer has never been a better prospect than he is today. Recent orders going through the office call for indoor billboards and hangers, Cal-Craft, Ger-Bars and those low priced fan specials.

Most popular with the furniture dealer are home scenes and Bluebird subjects. Copy suggestions taken from recent orders are as follows:

YOUR HOME SHOULD COME FIRST—LET US FURNISH IT.
HAPPINESS IS FOUND MOSTLY IN YOUR OWN HOME.
LET US MAKE THE INSIDE OF YOUR HOME AS ATTRACTIVE AS THE OUTSIDE.
FEATHER YOUR NEST WITH A LITTLE DOWN ("Bluebird" subjects).
YOU FURNISH THE GIRL—WE'LL FURNISH THE HOME.
THE HOME OF GOOD FURNITURE. (Any home picture.)
GOOD HOMES DESERVE GOOD FURNITURE.
FURNISHERS OF HAPPY HOMES.
BLUEBIRDS FOR HAPPINESS—OUR FURNITURE FOR SATISFACTION.

The retail furniture dealer feels that he must supply calendars to everyone who calls at his place of business and he'll tell you that his advertising budget won't permit him to do that. The answer will be found in Ger-Bars for the home and large hangers for shops, offices and public places.

Remember Mother — She Never Forgets

That's the official slogan of Mother's Day. "Printer's Ink" for February 28th says this of Mother's Day—

> "Without any organized direction, Mother's Day has gradually been assuming more and more significance as a calendar event around which a number of educational, sentimental and promotional events have been centering. Retail stores have an opportunity to build this holiday into a sales event whose importance can be described by referring to it as a 'miniature Christmas.' Already Mother's Day has come to be the most important event next to Christmas for the perfume industry, while to florists and to hosiery and candy dealers and manufacturers, it means millions of dollars each year in sales."

Last week's REVIEW carried a sample of the Golden Rule blotter for Mother's Day with instructions how to sell it. Mother's Day this year is on May 11th, which gives you time to contact many florists, gift shops, confectioners, hosiery shops, greeting card dealers and others that profit by Mother's Day merchandising and SHOW this special blotter, explaining to your prospective customer how to use it.

This affords every salesman an opportunity to write a dozen or more nice little bread-and-butter orders.

PAPER CONTROL IN EUROPE IS VERY SEVERE

Last week you were advised of the withdrawal of several Funeral Director's Service cards, due to the fact that we cannot purchase any more of the gray stock upon which these cards are printed.

It is not our purpose to high-pressure prospects or customers into placing their calendar orders early but facts are facts and we know definitely that the paper control in Europe really is very severe. We do not anticipate a severe paper control in the United States that would deprive American business of paper stock for calendar and greeting purposes, because Americans are convinced of the value of business good will as a part of our program of National Defense.

BUT IT'S WISE TO BE PREPARED. Which brings us to the matter of placing orders early. The business man who places his calendar and greeting orders now, doesn't have to pay his bill any sooner than does the man who buys next fall—neither does he have to pay a higher price BUT HE MAY HAVE TO PAY MORE IN SEPTEMBER THAN HE WOULD PAY IN MARCH OR APRIL.

The point is that conditions are uncertain; we do know definitely that we're going to have at least two years of unprecedented business activity and we are quite certain that government control of certain industrial materials and labor may be put in effect almost any day. Tell your prospects and customers that it's wise to place their orders early in 1941.

NOBLES SELLS "MY BONNIE" TO A VETERINARY HOSPITAL

I went out to the clinic at 7:30 P. M. My wife went with me. I had found out before the only time to see the doctor was at night.

I went in the hospital—my wife stayed in the car. I did not carry any samples in as I did not know if the doctor would be in. HE WAS.

After the introduction I told him who I was with and that I would like to talk calendars with him. He told me he was not interested in calendars and said he did not believe in them. (Quote). "You don't see any in my office do you and the people I serve would not use them." Thirty minutes after talking with him about calendars I told him I had one I knew he would hang if I gave it to him and each of his customers would also like to have it in their homes and I would like to show it to him.

He said he would look but would not buy any for he was not convinced it was good advertising. I went to the car and got my Christmas card book and told my wife she had better come in but she said she would stay in the car. I showed the doctor HG4260, "My Bonnie Lies Over the Ocean." I asked him if he would like to have a calendar in his office like that. He smiled and said "Yes." About this time my wife came in as she was getting cold. The doctor called his wife in and showed her HG4260. She liked it very much. After commenting on it the two ladies as to how one would like that type calendar the doctor said he never knew a calendar could be so nice. And to stop an argument he was going to buy 50 now if I would give him the right to buy more in September at quantity price. I said "yes" and got an order—one I thought could not be gotten from a man that disliked calendars as much as he said he did. And I don't believe I ever saw a man so well pleased with himself on picking a calendar. Before we left he was selling my wife and myself on the picture. We finally broke away to come home at 9:30. He will order 300 before September.

L. B. NOBLES.

THAT'S MY POP!

Whenever I have any spare time
I always write a little rhyme,
Mostly of birds, trees, and stars,
But this one is about Gerlach-Barklow Calendars.

My Father has a little pet
The Gerlach-Barklow in Joliet,
He may not be able to sing
But when he sells, he gives that little swing.

But Papa may not be able to speak French
And maybe he can't dig a trench,
I am sure he is not a fairy—
But he can sell to any Tom, Dick and Harry.

People like to look at a painting
Just like they like to hear someone sing,
So when you need a calendar or blotter
You can call upon my Father.

ROSLYN TOBY SIEGEL.

* * *

BERT:

My daughter (12 years) writes one every day. She has a scrap book. Mrs. Siegel showed me this, I had it copied.

SIEGEL.

BRIDE'S COOK BOOK IS A NEW CUSTOMER WINNER

As most of us know, Jim Talcott places the value of each new customer at one hundred dollars—and that's putting it low.

Which reminds us that one of the most potent winners of new customers is all too often overlooked. We refer to the Bride's Cook Book, which is a strong potential winner of new customers, both for the Gerlach-Barklow salesman, and for the advertiser who distributes it.

This morning we picked up from the order desk four orders in one mail delivery, each calling for S-260 and each from new customers.

Allan J. Kidd of Nebraska made a new friend and customer when he sold the Bride's Cook Book to a National Bank.

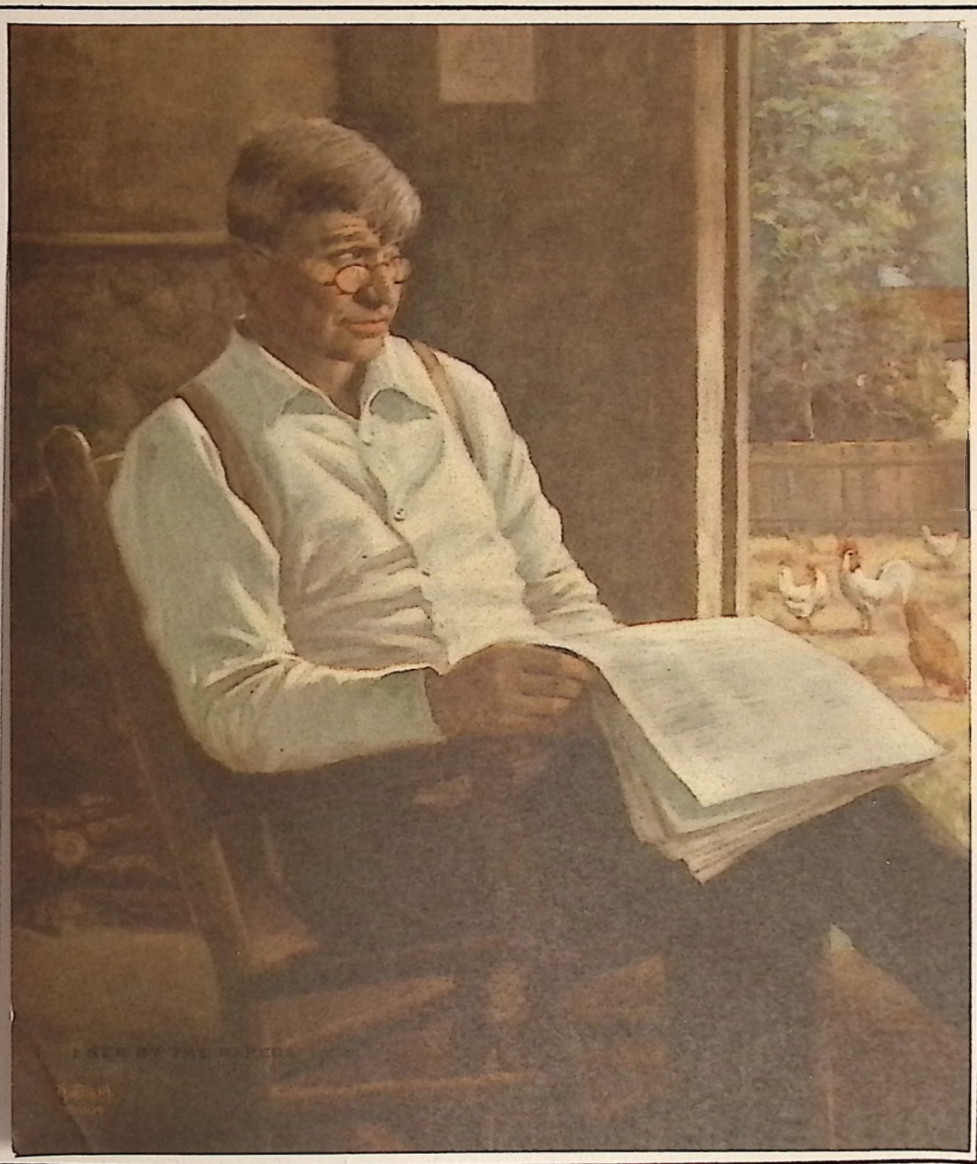
Clifford Higgins of Minnesota created a new account with a Photographer when he showed the Bride's Cook Book to a portrait artist and suggested the following copy line—

"BEST WISHES TO THE NEW BRIDE"

J. B. Whitton of Georgia made a desirable new customer when he sold the Bride's Cook Book to a Furniture Dealer. Mr. Whitton also sold No. 5 "My Diary" Baby Records to this same buyer.

A. McWilliams of West Virginia also selected a Furniture Dealer as a good prospect for the Bride's Cook Book and wrote up the order for 250 S-260.

Each of these four salesmen sold the buyer on the idea of a new customer being worth $100, then showed how an investment of 20 cents would enable him to make a customer of the Newly-Weds.



We Serve Those Who Love and Remember

NEWTON G. BEATTY, Inc.

Memorials of Distinction

Phone 993 for Appointment

1941			MARCH			1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
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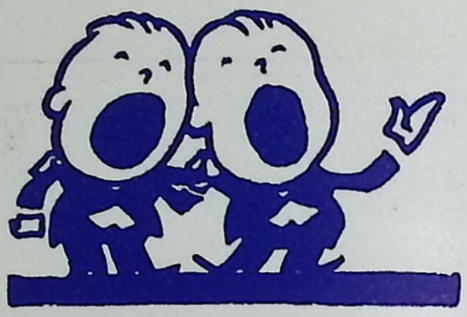

"I Kept My Big Mouth Open Too Long!"

That's No. 4 on a comprehensive list of reasons for lost sales which is making the rounds these days as a bit of "true talk" which every salesman may well ponder. The list, credited to the Dayton District Typothetae, was introduced into stationery industry circles in the February issue of the "New England Travelers Club News." Here is the full list, which is headed

AUTOPSY OF LOST SALES

I lost out to my competitor because:

1. I made exaggerated claims about my product.
2. I spent all my time on the person easiest to reach, instead of on the important man in the company.
3. I let the buyer scare me.
4. I kept my mouth open too long after I had made the sale.
5. I didn't cover my sales presentation thoroughly enough or plan it properly.
6. I didn't know enough about my prospect's business.
7. I didn't sell myself thoroughly enough.
8. I got into an argument with the prospect and won it.
9. I didn't know enough about my product.
10. I spent too much of my time knocking my competitor.
11. I let myself get licked by my customer's story of friendship and reciprocity with one of my competitors.
12. I didn't generate enough desire for my product.
13. I lost the sale to a competitor with a lower price because I couldn't tell the prospect why my product was worth more to him.
14. I let a ticklish credit situation beat me.
15. I had neglected the customer too long. A competitor beat me to him.